



## Public Information and Education Analyst I, II

### General Information

<b>Classification Code:</b>	MGTANL
<b>Effective Date:</b>	July 7, 2022
<b>Pay Grade:</b>	C41-C42
<b>FLSA Status:</b>	Exempt

### Position Summary

Plans, develops, implements, and manages public information dissemination and community outreach efforts to keep internal and external audiences informed about the City's programs, services, projects, and accomplishments. Promotes and engages audiences with services and programs through speeches, presentations, newsletters, websites, social media, special events, tours, exhibits, videos, and other methods. Establishes and maintains positive relationships with print and electronic media agencies, community leaders, elected officials, staff members and other stakeholders. Performs other duties of a similar nature or level.

### Classification Characteristics

The Public Information and Education Analyst positions are part of the Management Analyst Classification. Management Analysts make process decisions and decide how best to achieve the objectives, standards or guidelines established at higher levels and may include supervision of lower-level support staff or lead responsibilities. The Management Analyst is a broad professional classification that encompasses incumbents engaged in a wide range of analytical, research, budget management, and program management activities.

**Public Information and Education Analyst I** – Employees at this level are typically assigned routine work and apply broad theoretical job knowledge usually gained through advanced education. Problems faced are not normally difficult or complex. Work is closely reviewed or supervised. Participates in the development and implementation of communications programs and projects.

**Public Information and Education Analyst II** – This is the full journey level in the series. Employees at this level apply practical knowledge typically obtained through advanced education and work experience. Works independently with general supervision. Problems faced are difficult but usually not complex. Works from concepts and specific details to develop and implement communications programs and projects.

After an employee has been employed at the entry level in a flexibly staffed classification for a period of at least one (1) year, the employee may be advanced to the journey level subject to the following:

- The employee meets the minimum qualifications for the journey level.
- The employee is performing journey level duties at an acceptable level.

### Essential Duties

*The duties listed below are a typical sample; position assignments may vary.*

- 1 Plans, prepares, organizes, facilitates and delivers communication programs and projects including annual and special events, meetings, community forums, conferences, workshops, projects, exhibits, trainings and other activities involving various community groups and City staff. This may include developing an overall

Essential Duties	
	communication template to address audience engagement tactics, timelines, needed resources, education curriculums, volunteer staffing, and required permits.
2	Writes and edits internal and external communication materials appropriate for a wide variety of subjects and audiences in an engaging, concise, accurate and appropriate tone for the organization/audience. Creates, or assists with creation of brochures, posters, flyers, advertisements and other informational and promotional materials.
3	Develops written content for websites and media pages. Collaborates and sets standards for web content with department contacts. Manages and cultivates the City's audience on social media platforms; develops social media content in coordination with other departments.
4	Develops visual content for internal and external audiences. This includes filming, editing, and disseminating photos and videos, as well as designing and disseminating print and digital collateral.
5	Coordinates press releases/media advisories and communications. Researches information and issues when preparing communications. Writes and edits copy for press releases, feature articles, public service announcements and promotional materials following branding rules and guidelines.
6	Supports and coordinates public involvement or media issues of mutual interest with other jurisdictions.
7	Develops public education and information materials, presentations and displays including contributing to newsletters, media/new media outreach and website content. Provides public outreach for departments including surveys and polls to identify needs and opinions, citizen engagement and education activities.
8	Participates in contracting process including writing scope of work, scoring, and selecting vendor. Manage contracts by tracking timelines, monitoring consultants, identifying gaps in deliverables, reviewing final report for completeness.
9	Performs other duties of a similar nature or level.

Functional Specific Responsibilities
<p><b>Environmental Services Division:</b> Supports the Metropolitan Wastewater Management Commission (MWMC) and all DPW divisions with required or as-needed events to increase awareness and understanding of programs and services. Coordinates environmental education with local educators.</p> <p><b>Community Development &amp; Operations:</b> Supports the work of two divisions to provide community communication and outreach about long-range planning projects, Capital Engineering projects, and maintenance and preservation projects. Provides emergency management communication coordination and public service announcements for emergent events.</p>

Qualifications
<p><b>Minimum Qualifications:</b></p> <ul style="list-style-type: none"> <li>Analyst I (C41) – Bachelor's degree and 0-2 years of relevant professional experience or an equivalent combination of education and experience.</li> <li>Analyst II (C42) – Bachelor's degree and 2-5 years of relevant professional experience or an equivalent combination of education and experience.</li> <li>Specialized knowledge specific to area of assignment may be required.</li> </ul>
<p><b>Licensing/Certifications:</b></p> <ul style="list-style-type: none"> <li>Based upon assignment specified certifications may be required</li> <li>A Master's Degree may be required if candidate does not have minimum journey level experience.</li> <li>Valid Oregon driver's license at time of appointment</li> </ul>

## Qualifications

### Technology Skills:

- Document management software – SharePoint; LaserFiche
- Electronic mail software - Microsoft Outlook; Constant Contact
- Internet browser software - Microsoft Edge; Google Chrome
- Office suite software - Microsoft Office
- Presentation software - Microsoft PowerPoint
- Spreadsheet software - Microsoft Excel
- Word processing software -Microsoft Word
- Production software - Adobe Creative Suite including InDesign, Photoshop, Illustrator, Premiere Pro, etc.
- Social Media Platforms – Twitter; Instagram; LinkedIn; Facebook; YouTube
- Web page creation, editing, and analytics software – Content management systems, including WordPress and Google Analytics
- Interoffice Communication software – Microsoft Teams; Zoom

### Knowledge Required:

- **Communications and Media** - Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- **English Language** - Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. Ability to write according to a style guide, including knowledge of AP Style.
- **Sales and Marketing** - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- **Clerical** - Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.
- **Administration and Management** - Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

### Skills Required:

- **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- **Speaking** - Talking to others to convey information effectively.
- **Coordination** - Adjusting actions in relation to others' actions.
- **Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do.
- **Time Management** - Managing one's own time and the time of others.
- **Project Management** – Ability to manage all aspects of a project from start to finish
- **Writing** - Communicating effectively in writing as appropriate for the needs of the audience.
- **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents.
- **Active Learning** - Understanding the implications of new information for both current and future problem-solving and decision-making.
- **Service Orientation** - Actively looking for ways to help people.
- **Sales and Marketing** - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

Qualifications	
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## Abilities:

- **Oral Comprehension** - The ability to listen to and understand information and ideas presented through spoken words and sentences.
- **Oral Expression** - The ability to communicate information and ideas in speaking so others will understand.
- **Speech Clarity** - The ability to speak clearly so others can understand you.
- **Written Expression** - The ability to communicate information and ideas in writing so others will understand.
- **Speech Recognition** - The ability to identify and understand the speech of another person.
- **Written Comprehension** - The ability to read and understand information and ideas presented in writing.
- **Deductive Reasoning** - The ability to apply general rules to specific problems to produce answers that make sense.
- **Near Vision** - The ability to see details at close range (within a few feet of the observer).
- **Problem Sensitivity** - The ability to tell when something is wrong or is likely to go wrong. It does not involve solving the problem, only recognizing there is a problem.
- **Inductive Reasoning** - The ability to combine pieces of information to form general rules or conclusions (includes finding a relationship among seemingly unrelated events).
- **Fluency of Ideas** - The ability to come up with a number of ideas about a topic (the number of ideas is important, not their quality, correctness, or creativity).
- **Originality** - The ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.
- **Information Ordering** - The ability to arrange things or actions in a certain order or pattern according to a specific rule or set of rules (e.g., patterns of numbers, letters, words, pictures, mathematical operations).
- **Selective Attention** - The ability to concentrate on a task over a period of time without being distracted.
- **Category Flexibility** - The ability to generate or use different sets of rules for combining or grouping things in different ways.
- **Learning Strategies** - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
- **Management of Financial Resources** - Determining how money will be spent to get the work done, and accounting for these expenditures.

Physical Requirements	
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Physical Requirements										
Twisting		X				Outdoors		X		
Crawling	X					Dust	X			
Squatting/Crouching	X					Fumes/Odors/Gasses	X			
Balancing	X					Chemical Agents	X			
Reach – Overhead	X					Biological Agents	X			
Reach – Forward		X				Noise – Low		X		
Reach – Backward	X					Noise – Moderate	X			
Climbing – stairs	X					Noise – High	X			
Climbing - ladder	X					Low Light	X			
<b>USE OF HANDS</b>						Heat	X			
Grasping – whole hand		X				Cold	X			
Grasping – pinch grip			X			Restricted workspace	X			
Fine manipulation/feeling			X			Vibration – whole body	X			
Keyboarding				X		Vibration - extremity	X			
<b>LIFT/CARRY</b>						<b>JOB SPECIFIC</b>				
0-10 lbs.			X			Driving – vehicle/equipment	X			
11-20 lbs.		X				Operate foot controls				X
21-50 lbs.	X					Seeing			X	
51-75 lbs.	X					Talking			X	
76-100 lbs.	X					Hearing		X		
						Extended work hours	X			

<b>Classification History</b>
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2012.01 Created  
2019.07 – Revisions by HR  
2022.07 – Revisions and reformatted by HR

**I have reviewed the job description.**

**Employee: Name** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date** \_\_\_\_\_